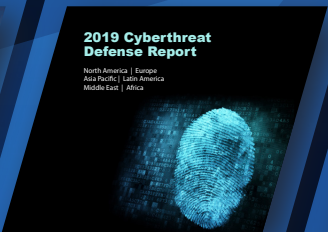


# 2026 CYBERTHREAT DEFENSE REPORT

## Sponsorship Prospectus



### Some of Our Media Coverage:



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## About This Report

Our 13th annual global survey of 1,200 commercial and government IT security practitioners and decision makers on the cyberthreats they face, the defenses they have in place, and the future investments they intend to make.

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## Survey Demographics

- 1,200 respondents
  - 500+ employees
  - 6 continents
  - 17 countries
  - 19 industries
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## Geographic Coverage

- North America: 33%
  - Europe: 29%
  - Asia Pacific: 17%
  - Latin America: 8%
  - Middle East: 8%
  - Africa: 5%
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## Project Timeline

- **October 31:**  
Deadline for Platinum sponsor survey questions
- **November 7:**  
Survey content is final
- **November 17:**  
Survey goes live worldwide
- **March 2:**  
Sponsors preview report content
- **April 10:**  
Deadline for all sponsorships
- **April 17:**  
Sponsors receive all deliverables
- **April 28:**  
Press release / CDR launch

## Introduction

Reliable data that helps quantify enterprise decision drivers, perceptions, preferences, spending patterns, and deployment intentions for cybersecurity solutions is hard to come by. Besides there being a general shortage of such information to begin with, too many statistics measure not-quite-the-right thing. Others are plagued by numerous biases, some of which are glaringly obvious and have the potential to erode credibility, rather than enhance it. The bottom line is that today's cybersecurity solution providers frequently lack a key resource essential for planning and marketing their offerings: good hard data.

Founded in 2012, CyberEdge is a premier marketing firm focused on helping IT security vendors succeed by providing them with the research and marketing content necessary to excel in their respective domains. In April 2025, CyberEdge will publish the findings of its 12th annual Cyberthreat Defense Report (CDR) in which 1,200 commercial and government IT security decision makers across 17 countries will enlighten us about the threats that concern them the most, the defenses they currently have in place, which technologies they believe hold the greatest promise for cyberthreat mitigation, and the investments they plan to make going forward.

Information security vendors participating in the following markets (listed in alphabetical order) are encouraged to sponsor this compelling research study:

- Advanced Threat Protection
- Application & Data Security
- Brand Monitoring & Protection
- Cloud Security
- Container Security
- Cyber Risk Quantification
- Data Loss Prevention (DLP)
- Deception / Honeytrap Platforms
- Digital & Network Forensics
- DoS / DDoS Protection
- Email Security
- Endpoint Security
- Identity and Access Management (IAM)
- Internet / Browser Isolation
- Managed Detection and Response (MDR)
- Managed Security Service Provider (MSSP)
- Mobile Device Management (MDM)
- Network Access Control (NAC)
- Network Behavior Analysis (NBA)
- Next-Generation Firewall (NGFW)
- Patch Management (PM)
- Penetration Testing
- Privileged Account Mgmt (PAM)
- Secure Access Service Edge (SASE)
- Secure Email Gateway (SEG)
- Secure Web Gateway (SWG)
- Security Analytics
- Security Awareness Training
- Security Configuration Management (SCM)
- Security Information & Event Management (SIEM)
- Security Orchestration, Automation, and Response (SOAR)
- Third-Party Risk Management (TPRM)
- Threat Hunting
- Threat Intelligence Platforms (TIPs)
- User and Entity Behavior Analytics (UEBA)
- Vulnerability Management (VM)
- Zero Trust Security

## Objectives

With advanced malware and targeted attacks continuing to grow in both volume and sophistication, cyberthreat mitigation has become the top area of interest within cybersecurity for the vast majority of enterprises – across the globe! From the solution provider side of the equation, a dizzying array of threat hunting, advanced analytics, and next-generation detection and response solutions are seemingly dominating the limelight. This study, however, is not limited to just those. In fact, a primary objective is to establish just what sort of traction such solutions are having, and how they stack up in the minds (and plans) of enterprises relative to the plethora of other options out there for counteracting threats of all types.

This study will in no way be exclusive to a certain subset of threat protection technology. Rather, the plan is to consider emerging and mainstream solutions that comprise a typical enterprise defense-in-depth threat mitigation strategy. Depending on the nature of the sponsors, the focus of the study will invariably be shaded toward certain areas of interest. However, the overall goal is to get to the heart of not only what enterprises think about specific threat mitigation solutions, but also what they're doing now and plan to do going forward to establish and maintain effective cyberthreat defenses. Representative issues this study will be looking to address include:

### Current Security Posture

- How well are enterprises fairing with the defenses they currently have in place?
- To what extent are they impacted by certain types of cyberthreats?
- Where do they feel the biggest gaps remain in their defenses, both technologically and operationally?

### Preparedness, Plans, and Perceptions

- What threat protection investments have already been made?
- What threat protection investments do they intend to make in the future?
- Have their organizations invested adequately in specific areas/defenses?
- Which types/classes of cyberthreats concern them and why?
- To what extent and in what specific ways are they leveraging leading-edge technologies (e.g., Zero trust security, SASE)?
- Which technologies are they using to reduce their network's attack surfaces?
- What are the greatest obstacles they face when defending against threats?

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## Sponsor Investments

**Silver:** \$10,000

**Gold:** \$15,000

**Platinum:** \$25,000

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## Maximum Sponsors

**Silver:** 6 sponsors

**Gold:** 6 sponsors

**Platinum:** 6 sponsors

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## Key Sponsor Benefits

### Silver Sponsors

- 500 shared U.S. leads
- Report distribution rights
- Company logo on report cover
- Company description in report
- Company logo on infographic
- Company name in press release
- Access to CDR marketing kit

### Gold Sponsors

- Same as Silver, plus...
- 1,000 shared U.S. leads
- Courtesy review of survey
- Courtesy review of report
- Sponsor-hosted webinar

### Platinum Sponsors

- Same as Gold, plus...
  - 1,500 shared U.S. leads
  - Inclusion of one survey question
  - Full-page ad on back cover
  - Custom 2-page executive brief
  - Custom infographic
  - Access to raw survey data
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## CDR Marketing Kit

- All report figures as PNGs
- 2D and 3D cover images
- Promotional email copy
- Promotional web copy
- Library of LinkedIn posts
- Library of X tweets

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## Business Media Coverage

ABC News  
BusinessWorld  
Forbes  
Fortune  
NBC News  
NPR  
The Wall Street Journal  
USA Today

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## Tech Media Coverage

BetaNews  
Chief Executive  
CIO Magazine  
CISO Magazine  
Computer Weekly  
Container Journal  
CRN  
CSO Online  
Cyber Defense Magazine  
DarkReading  
eSecurityPlanet  
Government Computer News  
Government Technology  
Health IT Security  
Help Net Security  
Information Age  
Infosecurity Magazine  
IT Governance  
IT Pro  
PYMNTS  
SC Magazine  
Security Boulevard  
Security Buzz  
Security Intelligence  
SecurityWeek  
TechRepublic  
The Register  
The Verge  
ZDNet

## Methodology

In collaboration with the sponsors of the research study, CyberEdge will prepare an online questionnaire to obtain primary data on the topic of cyberthreat defense strategies. In doing so, CyberEdge will design the survey with an appropriate degree of scientific rigor. The goal is to obtain the desired data in a way that minimizes biases and ambiguity, thereby leading to clear, accurate, and highly credible findings. Reasonable efforts will be made to fully account for all sponsor input into the scope and contents of the survey, however CyberEdge will retain final say on elements of survey design. Sponsor-submitted questions that are too narrow in scope or that fail to support the goal of fielding a rigorous survey tool will not be accepted for inclusion.

To mitigate the burden of responding to the survey and help ensure an adequate response rate, the upper limit on the number of questions asked will be 27 (inclusive of demographic questions). Compound, multi-part questions will be used to help maximize the amount of data that is obtained – but these will be tightly controlled to avoid having completion of the survey become too onerous.

Implementation will consist of electronically hosting the survey and inviting appropriate parties to complete a response. Invitations to participate will be delivered via a targeted email campaign. Characteristics of the target respondents will be as follows:

- **Role** – dedicated role in IT security as a practitioner, manager, or executive
- **Size** – commercial and government organizations with 500+ employees
- **Industry** – cross-section of 18+ vertical market segments
- **Geography** – North America (400), Europe (350), Asia Pacific (200), Latin America (100), Middle East (100), and South Africa (50)

The target for qualified responses is 1,200. Rewards be offered to help achieve this level of response. All survey responses will remain confidential and will be reported in the aggregate.

Subsequent to data collection, CyberEdge will pre-process the data set to eliminate “suspect” responses. The cleansed data set will then be subjected to multiple analysis techniques, once again with emphasis on maintaining a high degree of scientific rigor. Results of CyberEdge’s preliminary analysis will be shared with Gold- and Platinum-level sponsors, who will have the opportunity to comment on preliminary findings and suggest additional avenues of investigation and analysis.

The final report will be approximately 65-70 pages in length and will consist of a summary of the research with qualitative and quantitative analyses. All sponsor logos will be incorporated into the cover page of the report.

## Sponsorship Opportunities

CyberEdge is offering three levels of sponsorship investments, as follows:

Sponsorship Entitlements	Silver \$10,000	Gold \$15,000	Platinum \$25,000
Maximum sponsors	6	6	6
Quantity of U.S. leads from report promotion (500+ employees) <sup>1</sup>	500	1,000	1,500
Company logo displayed on report cover	✓	✓	✓
Company logo displayed on infographic	✓	✓	✓
Company description in report appendix	✓	✓	✓
Company acknowledgement in press release	✓	✓	✓
Electronic report distribution rights	✓	✓	✓
Access to CDR marketing kit	✓	✓	✓
Courtesy review of online survey		✓	✓
Courtesy review of first draft and final report		✓	✓
CyberEdge participation in sponsor-hosted webinar		✓	✓
Inclusion of one CyberEdge-approved survey question			✓
Full-page ad on back cover (unique PDF file)			✓
Custom 2-page executive brief with your company logo			✓
Custom infographic with your company logo			✓
Raw anonymous survey data for in-depth self-analysis			✓

1. 100% opt-in leads will be shared among multiple eligible sponsors.

The following sponsorship benefits can be purchased a la carte:

Additional Sponsorship Benefits	Cost
Raw anonymous survey data for in-depth self-analysis	\$5,000
Custom 2-page executive brief with your company logo	\$5,000
Custom infographic with your company logo	\$2,500
Localized full report in language of choice	\$15,000
Localized 2-page executive brief in language of choice <sup>2</sup>	\$1,500
Localized infographic in language of choice	\$1,000

2. English version must be obtained first through Platinum sponsorship or an a la carte purchase.

## For More Information

For more information about sponsoring the Cyberthreat Defense Report, or to learn more about CyberEdge's lead generation, content creation, and other marketing services, contact us at [info@cyberedgegroup.com](mailto:info@cyberedgegroup.com) or 800.327.8711.

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## Industry Validation

The Cyberthreat Defense Report is one of the few independent surveys of security practitioners. While many leading vendors provide their own research of the cybersecurity space, it is important to supplement their findings and conclusions with unbiased research and analysis such as the Cyberthreat Defense Report.

Richard Stiennon  
Chief Research Analyst  
IT-Harvest

## CDR Awards

- ✓ 2025 MarCom Award  
for Best Research Publication
- ✓ 2024 MarCom Award  
for Best Research Publication
- ✓ 2023 MarCom Award  
for Best Research Publication
- ✓ 2022 MarCom Award  
for Best Research Publication

## About CyberEdge

Founded in 2012, CyberEdge is the largest marketing and research firm dedicated to serving the lead generation, content creation, custom research, and other marketing needs of the IT security vendor community. CyberEdge works with one in five established security vendors.



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